

Eastside Creative Vitality Index Project

Final Report

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FINAL REPORT

1 What were the key goals and/or intended outcomes of your CVI Pilot Project?

The original goal of the project was to assess the state of the creative economy on the Eastside with the CVI data from the communities of Kirkland, Redmond, and Bellevue. This includes identifying strengths, weaknesses, potential collaborators, resources and projects. Our secondary goal was to plan and create messages among these communities. Our intended outcomes included:

1. The analysis will identify trends indicating the economic health and location of creative sector activity.
2. The participants will conduct monthly meetings to assess the data and inform strategic discussions among the three communities.
3. The results will be shared with the public through a website combining both a summary of the data and narratives from the creative economy.

2 How did you use the CVI data? Please provide at least one “data story” that can be shared – for example, about a data point that helped you make a case or contributed to an analysis.

We used the CVI data to raise awareness within our community and among regional cultural leaders of the general health of our arts nonprofits. Each of the partners presented our analysis to our community arts agencies (Arts Commissions) in addition to different constituent groups to vet our draft messages and gather ideas to inform our future planning:

- Bellevue: Meydenbauer Center (Tourism)
- Issaquah: Office of Economic Development
- Kirkland: Kirkland Arts Center (Nonprofit board)
- Redmond: City Council (Community leaders)

For example, the CVI data was used to facilitate a conversation between the Redmond City Council and Arts Commission about the general health of Eastside arts nonprofits and, specifically, the importance of supporting Redmond’s arts nonprofits. The data point we emphasized was the share of revenue of Eastside nonprofits as compared to the overall revenue figures for King County nonprofits. The figure is \$133 million and the share of overall arts nonprofit revenue in King County is 6 percent. While the conversation is ongoing, some early ideas that came out of this initial meeting is that Redmond can’t address this issue alone and that we should explore a continued regional collaboration that resembles the Eastside’s regional human services approach.

3 How successful were you in meeting your goal(s), and what were the actual outcomes? What were the key elements of your success? Key challenges?

- **Analysis:** We accomplished our intended goals. Please see our “Eastside CVI Final Report Presentation” for our analysis. In fact, we added a fourth major partner to the collaboration, the City of Issaquah.
- **Monthly Meetings:** We’ve meet monthly since January. Please see the attached Meeting Minutes serve as an archive of our monthly activities.
- **Public outreach:** We also have agreed to substitute a mobile app for the website idea to share our results with the public. The reason for this is because a mobile app is more appropriate to our audience and offers more flexible options than a website for each City to customize the message accordingly. The mobile app is called STQRY and our coordinated public outreach campaign will launch on July 1st – a collaboration with 4Culture.
- **A key challenge** has been creating an audience for these messages. We each exist in four different political environments and moving the conversation through these different political processes is taking longer than expected.

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4 As a result of your efforts this year, do you believe there will be any lasting impact in your community? With project partners? Why or why not?

The lasting impacts are a common vocabulary for four different communities to talk about a complex issue and a foundation for future collaboration. As part of our collaboration, we are developing a three year action plan to improve the health of our arts nonprofits. Among the partners, there is a shared awareness that the issue of supporting the arts is bigger than any one city. There is also a shared enthusiasm to continue to work together in the future.

5 Who were the key partners for your project, and how successful was the partnership?

Our collaboration consists of two types of partnerships. First, four municipal arts agencies are represented by Amy Dukes, City of Issaquah, Mary Pat Byrne, City of Bellevue, Ellen Miller Wolfe, City of Kirkland and Joshua Heim, City of Redmond. We have also had nonprofit partners including Betsy Smith of the Kirkland Arts Center and Jessica Lambert of Venues for Artists in the Local Area (VALA) based in Redmond. We consider our partnership very successful. This is the first time that the four cities have worked together like this and we look forward to continued collaboration.

6 At this point in time, which of the following best describes your expectations for this partnership: Likely to maintain at about the same level as this year; likely to expand and add more partners; likely to dissolve the partnership.

We are likely to maintain our partnership. We have applied for further funding from 4Culture to continue the collaboration and launch inaugural projects.

7 Please attach one to three photos with captions that best depict your project.

Please see attached PowerPoint presentation titled "2013 Eastside CVI Project Graphics and Photos